

STAY HEALDSBURG

Sonoma Wine Country

“Gig-Tripping” - Combine Travel with Music

A top 2024 trend is merging vacation plans with a music event and Healdsburg is the perfect destination for travelers to gig-trip! Options include: [SIP Healdsburg](#), an exclusive music festival from July 23-27; [The Ramble](#), a benefit concert with headliner Lord Huron from June 9-11; [Healdsburg Food & Wine](#), featuring Grammy Award-winner Kingfish from May 16-19; [Country Summer](#), boasting musical guests like Old Dominion and Jordan Davis from June 14-16.

Season to Sparkle - Holidays in Healdsburg

In 2024, Stay Healdsburg will launch the Season to Sparkle campaign, encouraging the destination’s partners to shine throughout the holidays. The campaign will create a cohesive and festive feel throughout the city with seasonal activations such as sparkling wine flights and bubbly wine trails, or shimmering culinary menus and spa treatments.

Women in Wine Country - Meet Healdsburg’s Female Powerhouses

Healdsburg serves as the home to many impressive female leaders including hoteliers, restaurant owners and winemakers. Whether you look to Circe Sher, co-founder and president of Piazza Hospitality (leading [Hotel Healdsburg](#), [h2hotel](#), [Harmon Guest House](#)); Sarah Opatz, co-founder of [Young & Yonder Spirits](#); or Rashell Rafanelli, winemaker and managing partner at [Rafanelli Winery](#), there are many female powerhouses that lend to a unique profile and storyline.

An Innovation Hub - How SingleThread Alum Are Growing Healdsburg

[SingleThread](#), the 3-Michelin-Star Restaurant helmed by Chef Kyle Connaughton and Head Farmer Katina Connaughton, offers luxurious dining and five exclusive guest rooms, while encouraging team members to grow and shine on their own. So far, six businesses have spurred from SingleThread alumni including new Wes Anderson-style restaurant Multi Amici and late-night wine bar Maison Healdsburg.

Healdsburg Rising - New Developments

Healdsburg welcomes exciting new restaurants like [Sushi by Scratch](#); [Goodnight’s Prime Steak + Spirits](#); [The Second Story](#) at Little Saint. The soon-to-open Appellation Hotel is a culinary-focused property, co-founded by Chef Charlie Palmer and set to be the first in the Appellation Collection. The 108-room hotel will house various culinary experiences including interactive demonstrations, hyperlocal food and wine excursions and pantries on each guest floor stocked with local artisan products and cookbook libraries.

Dry Wine Country- Mocktail Trail in Healdsburg

From wellness experiences to a new mocktail trail, Healdsburg has something for everyone as the destination embraces its inclusive spirit (without the spirits). Healdsburg’s mixologists have curated a variety of non-alcoholic menus for the Mocktail Trail initiative to help travelers continue their wellness journey at any bar or restaurant.

Jessica Bohon

Director of Tourism & Marketing

Stay Healdsburg

Phone: 626.422.5472 | Email: jessica@healdsburg.com

Website: stayhealdsburg.com | Instagram: [@stayhealdsburg](https://www.instagram.com/stayhealdsburg)